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The Steel Company of Canada, Limited

Head Office:

Toronto, Ontario

General Offices:

Hamilton, Ontario; Montreal, Quebec

Sales Offices:

Halifax, Saint John, Quebec City, Montreal,

Toronto, Hamilton, Windsor, Winnipeg,

Regina, Edmonton, Calgary, Vancouver;

J.C. Pratt & Co. Limited, St. John's,

Newfoundland; and representatives

in principal world markets.

Plants:

Quebec: Montreal, Lachine, Contrecoeur

Ontario: Hamilton, Toronto, Welland, Brantford,

Gananoque

Saskatchewan: Regina

Alberta: Edmonton, Camrose

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Proceedings
at the
Annual Meeting
of Shareholders
Monday, April 20, 1970

The Steel Company of Canada, Limited,
Toronto, Canada.

THE STEEL COMPANY OF CANADA, LIMITED

The following is a summary of the business transacted at the Annual Meeting of Shareholders, held at Toronto, Canada, on April 20, 1970.

Mr. H. M. Griffith, President and Chief Executive Officer, was Chairman of the meeting and Mr. J. W. Younger, Secretary of the Company, was Secretary.

The Chairman reported that 78% of the shares outstanding were represented at the meeting either in person or by proxy.

The minutes of the Annual and Special General Meeting of Shareholders held April 21, 1969 were approved.

The Directors' report to the shareholders and the financial statements for the year 1969 were approved and adopted.

The following Directors were elected:

W. Herman Browne

Alistair M. Campbell

J. Douglas Gibson, O.B.E.

J. Roy Gordon

Allan Graydon, Q.C.

H. M. Griffith

G. Arnold Hart, M.B.E.

The Hon. Ernest C. Manning, P.C., C.C.

Frederick C. Mannix

D. R. McMaster, Q.C.

Lucien G. Rolland

V. W. Scully, C.M.G.

H. Greville Smith, C.B.E.

Henry G. Thode, C.C., Ph.D., F.R.S.

William H. Young

Riddell, Stead & Co. were appointed auditors for the ensuing year.

After the shareholders' meeting, the Directors met and elected and appointed officers as follows:

V. W. Scully

Chairman of the Board

H. M. Griffith

President and Chief Executive Officer

J. P. Gordon

Senior Vice-President

H. J. Clawson

Vice-President, Personnel

N. J. Brown

Vice-President and Comptroller

R. B. Taylor

Vice-President and Treasurer

A. D. Fisher
*Vice-President, Facilities Planning,
Engineering and Research*

A. R. McMurrich
Vice-President, Marketing

G. H. G. Layt
Vice-President, Operating

J. W. Younger, Q.C.
Secretary

W. C. Chick, R. E. Karr
Assistant Comptrollers

B. M. Kinnear
Assistant Treasurer

R. F. Booth
Assistant Secretary and Senior Solicitor

The Vice-Presidents appointed by the
Chief Executive Officer are as follows:

J. D. Allan
Corporate Planning

L. H. Doering
Eastern Region

A. J. Harris
Manufacturing

K. B. MacNaughton
Sales

S. W. McDermott
Manufacturing

**ADDRESS BY H. M. GRIFFITH,
President and Chief Executive Officer**

The year 1969 ended a decade of notable progress although the year itself was a disappointment due to the many problems encountered, the major of which was the 80-day strike, and all I wish to emphasize at this time is that your management made every effort and took every reasonable step to avoid it.

The ending of the decade presents an opportunity to review the Company's progress since 1960, which is clearly illustrated in the 10-year statistical summary shown on pages 14 and 15 of the Annual Report. Some of the more noteworthy accomplishments in this period were:

- an increase in volume of business, which more than doubled;
- production of steel and total sales, as measured in dollars, increased by 109% by 1968;
- net profit per share, supported by temporarily favourable conditions in 1968, had also more than doubled in the same period;
- the dividend rate of \$1.20 in 1969 was twice that of 1960;
- the number of Stelco employees is 50% higher than it was 10 years ago.

All this represents good progress, only made possible by the great increase over the decade in the Company's total capital investment. Working capital has almost doubled, and the investment in plants and properties, after deducting depreciation, has risen from \$148 million to \$514 million, an increase of over 200%. Capital expenditures, not including certain acquisitions, have exceeded \$650 million. Generally speaking, we have had to triple the amount of capital invested to double our output and earnings, and therein lies our concern with the need for adequate selling prices and profits. Unless we can maintain a fair rate of return on our invested capital, we cannot hope to continue to accumulate or attract the funds that will be needed if our Company is to continue to exert a leading influence in the economic development of Canada. It should also be pointed out that employment costs are now running at 2½ times the level of 1960.

Before ending my remarks about the nineteen sixties, some important developments, not revealed by the figures, are worthy of mention. Not all expansion took place at existing plant sites. A number of new businesses were acquired:

- Canadian Drawn Steel Limited in Hamilton,

- the Premier steel companies in Alberta, and Saskatchewan Steel Fabricators in Regina,
- the Page-Hersey and large diameter pipe mills in Welland, Ontario and Camrose, Alberta,

all of which extended our regional interests considerably. Also, at Burlington, Ontario, we have established the finest research facility of its kind in Canada.

With the Wabush and Griffith mine developments we greatly reduced our dependence on imported iron ores, becoming much more self-sufficient in this vital sector of steelmaking. The opening of the Chisholm Mine in Kentucky has added to our coal resources.

We have also penetrated new export fields and have been able to increase materially our sales abroad while maintaining a leading position in the domestic markets.

What are the prospects for Stelco in the nineteen seventies? There is little doubt that the demand for steel will continue to grow, not only to match the expected rise in population but also on a "per capita" basis. We foresee the Company's steelmaking capacity rising to 9,000,000 tons by 1980. This would represent almost another "doubling" of our present rate of output within ten years, and a consequent increase in employment as well as in facilities. How-

ever, the attainment of such a goal is dependent especially on the continued vitality of Canada's economy, with rising standards of living for all Canadians, and the ability of Stelco and of Canadian industry generally to remain competitive and profitable. Our concerns at this time are with foreboding possibilities that could jeopardize these essentials.

Inflation, with its attendant rapidly rising costs and prices, and high interest rates, must be curbed. Its impact, particularly as manifested by spiralling construction costs and the uncertainties being created, is largely responsible for the pause in our long-range development program for the new Lake Erie site. However, the measures for control of inflation have to be carefully judged and carefully applied if other hazards are not to be raised. To impose a disproportionate share of reparation sacrifices on business through the introduction of pricing restraints, without corresponding limitations on labour costs and taxes, must surely impair the economy in the long run and limit job opportunities for an increasing labour force. Management's acceptance of restricted pricing guidelines unrelated to the capital it employs, while perhaps justified as an emergency measure in today's circumstances, cannot last too long and will have little or no effect without the co-

operation of labour and governments. Too many of the changes being contemplated these days seem to be aimed at, or certainly will result in, reduced business profits. Under our private enterprise system — which has served Canada so well in the past — indeed, under any system, business must earn a reward appropriate to its capital needs or otherwise be unable to grow, to remain competitive, and to provide jobs for a constantly expanding work force.

The Government's White Paper proposals for tax reform raise serious problems for Stelco, the Canadian steel industry, and also, in the opinion of many people, for the economy generally. In our case the virtual withdrawal of tax incentives long established in support of mining developments in this country would seriously disrupt our plans for the future. The finding and developing of essential raw materials sources is an integral part of these plans, and if this cannot be accomplished in Canada on an economic basis, we must look elsewhere, or modify the scale of our overall growth pattern. Similarly, because of the very large capital investment programs contemplated, any adverse changes in the capital cost allowance provisions for tax purposes would have a crippling effect. In a more general vein, the apparent bias in the White Paper pro-

posals against capital investment and savings presents a grave threat not only to a highly capital intensive industry such as ours, but to the outlook for the whole country.

As indicated in the Annual Report, we are submitting a brief to the Government detailing our views on the tax proposals and suggesting alternatives in some areas. Shareholders may obtain a copy of this brief by application to the Secretary. We have also joined with other major Canadian steel companies in making representation on behalf of the industry and have co-operated in the preparation of submissions by other business organizations.

These are some of the unresolved problems that are creating uncertainties which add so considerably to the difficulties of positive planning, and they are further reasons why your Directors have decided to defer, for the time being, the development of the Lake Erie property. I am hopeful that these problems will be resolved and that we shall be able to carry out this massive expansion program which a healthy Canadian economy will support and must have.

We are proceeding at full speed with the expansion program at Hilton Works, and satisfactory progress is being made under the revised schedules which followed last year's delays. The two major units — the three-furnace basic oxygen

shop which will raise the steelmaking capacity of the plant by about 25% to 6 million tons a year, and the No. 3 bloom and billet mill — should be in operation by early 1972.

One of the most promising outlets for steel in the years immediately ahead is offered by the expanding network of large diameter pipelines for the transmission of oil and gas. The “looping” of existing lines to increase capacity and the installation of additional transcontinental lines to connect newly discovered oil and gas reserves with expanding markets will be necessary as North America’s energy needs continue to grow. We intend to maintain active participation in pipeline development and will add, as necessary, to our facilities for the production of large diameter pipe.

In the near future, we must also take steps to insure that we will have adequate sources of raw materials available as required to support our expected increase in steel production. Our requirements for iron ore and coal will grow rapidly and at the present time the problems of raw material supply are being aggravated for North American steelmakers by the rising volume of exports of coal and steel scrap, mainly to Japan. In our case, the need for additional supplies of coking coal is par-

ticularly pressing and with North America's sources of supply severely strained, we are actively engaged in the investigation of potential reserves in several areas and have recently purchased options on properties in the United States and Canada. Studies are also being made of new iron ore properties and of the expansion possibilities at some of our existing mines.

While on the subject of raw materials, I am sure you will be interested to learn that the SL/RN process for the direct reduction of iron ore into metallic iron is attracting growing attention in many parts of the world. The process, originally developed by Stelco and the Lurgi-Chemie Company of West Germany, obviates the need for coke ovens and blast furnaces and provides a substitute for scrap in electric-arc furnace steel-making.

An installation is in operation in New Zealand, another is nearing completion at Falconbridge, Ontario, and a number of other proposals are currently under study, including a large-scale project for the direct reduction of Hamersley iron ore in Western Australia, a project in which we are considering participation. In addition, the SL/RN process is proving adaptable for utilization of the fine iron oxides recovered in anti-pollution facilities.

Stelco's commitment in 1969 to a continuing environmental control program at Hilton Works, which is in accord with the objectives of the Ontario Water Resources Commission and its Air Management Branch, was a significant undertaking and reflects what we feel should be industry's response to an aroused public concern about air and water pollution. We are committed to specific programs for equipment in those problem areas for which solutions are now known and to a search for solutions in other areas. We have spent \$23 million in the past ten years to improve air and water quality controls and estimate that we could spend a further \$40 million in the next few years under the announced program. However, it should be remembered that industry is only one of the contributors to the general problem and we must hope that municipal and government bodies, utilities and the public generally can also be persuaded to introduce better controls to improve Canada's environmental quality. It is a task for all elements of our society including the individual citizen, who is probably the greatest contributor of all to some forms of environmental pollution.

The Federal Government's recently announced extension to the end of 1973 of the two-year write-off for income tax purposes of expenditures for water pol-

lution control equipment, and the introduction of a similar accelerated write-off for air pollution control equipment, are very welcome developments. The Ontario Government's removal of the 5% sales tax on this type of equipment is also most encouraging.

I would like to comment briefly on the report of the Prices and Incomes Commission's investigation of the Canadian steel industry. This fact-finding investigation confirmed that the price increases on rolling mill products announced by the industry in 1969 were approximately in balance with cost increases but that costs, particularly labour costs, were rising faster than productivity.

The management of The Steel Company of Canada has always made its decisions in a manner designed to promote the Company's long-term growth and development. If Stelco is to continue to produce a wide range of high quality steel products at competitive prices, and to continue to expand facilities and employment, then an adequate level of earnings and new capital investment will always be needed. The price and cost decisions reached in 1969 were based upon this fundamental objective of the Company's pricing policy.

Your management believes the price history of the Company's products has

successfully withstood the rigorous inspection conducted by the Prices and Incomes Commission. The Steel Company of Canada co-operated fully with the Commission in the course of its investigation and will continue to do so in order to assist the Government in its campaign to curb inflation. Since the study, the Commission's attention has been drawn to further substantial increases which have occurred in the costs of raw materials.

In a few days' time, the results for the first quarter of the year will be mailed to shareholders in the usual summary form. A new quarterly production record has been set and sales were higher than in any previous first quarter. Earnings were somewhat better than in the corresponding period last year, but, because of rising costs, we have not been able to attain the level of earnings recorded in the first quarter of 1968. Despite higher selling prices, profit margins are still under severe pressure from continuing increases in costs, particularly for raw materials.

The outlook for the second half of the year is difficult to assess at this time. If there is a general economic slowdown or operations of the larger steel-using industries are obstructed by strikes, then our business will be adversely affected. However, at present, demand is reason-

ably good and the volume of incoming orders is such that we expect a high rate of operations to continue in most departments in the second quarter.

In concluding, I would like to express my personal appreciation and the appreciation of your Directors for the enthusiastic efforts of our officers and staff on behalf of the Company and for the support we continue to receive from our shareholders and customers.

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THE STEEL COMPANY OF CANADA, LIMITED

NOTICE OF THE ANNUAL GENERAL MEETING

Notice is hereby given that the Annual General Meeting of the Shareholders of The Steel Company of Canada, Limited will be held at the Cinema Theatre in the Concourse of the Toronto-Dominion Centre, Bay Street Entrance, in the City of Toronto, Ontario, at the hour of 10:30 a.m., Eastern standard time, on Monday, April 20, 1970 for the following purposes:

- (1) to receive the Annual Report of the Directors to the Shareholders and the Financial Statements for the year ended December 31, 1969;
- (2) to elect Directors;
- (3) to appoint Auditors;
- (4) to transact such other business as may properly be brought before the meeting.

Proxies must be delivered to the Secretary of the Company not later than 11:00 a.m., Eastern standard time, on April 17, 1970.

Dated at Toronto this 5th day of March, 1970.

By order of the Board of Directors,
J. W. Younger, Q.C.,
Secretary.

IMPORTANT

It is desirable that as many shares as possible be represented at the meeting. If you do not expect to attend, and would like your shares represented, please sign the enclosed proxy and return it as soon as possible in the envelope provided.

INFORMATION CIRCULAR

Revocability of Proxy.

A shareholder who has given a proxy may revoke it by executing either a proxy bearing a later date or a written notice of revocation and delivering the same to the Secretary of the Company.

Persons or Companies Making the Solicitation.

This solicitation of proxies is made on behalf of the management of The Steel Company of Canada, Limited (hereinafter called "the Company") for use at the Annual General Meeting of the Shareholders of the Company to be held on April 20, 1970 (hereinafter called "the Meeting") and at every adjournment thereof. The cost of solicitation will be borne by the Company.

Interest of Certain Persons and Companies in Matters to be Acted Upon.

The management of the Company is not aware of any material interest, direct or indirect, by way of beneficial ownership of securities or otherwise of any Director or senior officer of the Company, any proposed nominee for election as a Director of the Company or any associate of any such person in any matter to be acted upon at the Meeting other than the election of Directors.

Voting Shares and Principal Holders Thereof.

On February 16, 1970 there were outstanding 24,335,347 common shares of the Company, all of which, together with any additional shares which may be issued by April 20, 1970, are entitled to be voted at the

Meeting. Each shareholder is entitled to one vote for each share of common stock registered in his name at the date of the Meeting. Neither the Directors nor senior officers of the Company know of any person or company owning, directly or indirectly, equity shares carrying more than 10% of the voting rights attached to all equity shares of the Company.

Election of Directors.

The affairs of the Company are managed by a Board of fifteen Directors who are elected annually at each Annual Meeting of Shareholders to hold office until the next Annual Meeting and until their successors shall have been duly elected. The following table sets out the name of each of the persons proposed to be nominated for election as a Director; his principal occupation at present and during the preceding five years; all positions and offices in the Company held by him; the year in which he was first elected a Director; and the approximate number of shares of the Company that he has advised are beneficially owned by him, directly or indirectly, as of February 16, 1970. Each of such persons now is a Director and has served continuously in that capacity since his first election.

Name	Principal Occupation	Director since	Approximate number of shares owned as of February 16, 1970
*W. Herman Browne	Chairman of the Board, Moore Corporation, Limited (business forms) since 1967 and previously President of that company	1965	100
*Alistair M. Campbell	Chairman and Chief Executive Officer, Sun Life Assurance Company of Canada (life insurance) since 1970 and previously President of that company	1967	600
*J. Douglas Gibson, O.B.E.	Financial and Economic Consultant since 1965, Executive Vice-President and Deputy Chairman of Bank of Nova Scotia 1964 to 1965	1968	700
J. Roy Gordon	Industrialist, member of the Executive Committee and Director, The International Nickel Company of Canada, Ltd., and previously Chairman of the Executive Committee 1965 to 1968	1961	1,000
*Allan Graydon, Q.C.	Counsel, Messrs. Blake, Cassels & Graydon, Barristers & Solicitors, since 1967 and previously a partner of that firm	1955	580
*H. M. Griffith	President and Chief Executive Officer of the Company since 1968, President 1966 to 1968 and previously Executive Vice-President	1960	6,698
G. Arnold Hart, M.B.E.	Chairman of the Board, Bank of Montreal (banking) since 1967, Chairman and President 1964 to 1967 and throughout the whole of the period Chief Executive Officer of that bank	1959	100
The Hon. Ernest C. Manning, P.C., C.C.	President, M & M Systems Research Ltd. (consultants) since 1968 and previously Premier of the Province of Alberta	1969	10
Frederick C. Mannix	Director, Loram Ltd. (management services) since 1969 and previously Chairman of the Board of that company	1967	200
*D. R. McMaster, Q.C.	Partner, Messrs. McMaster, Meighen, Minnion, Patch & Cordeau, Barristers & Solicitors since 1967 and previously in predecessor partnership Messrs. Holden, Hutchison, Cliff, McMaster, Meighen & Minnion	1962	54,736
L.G. Rolland	President & General Manager, Rolland Paper Company, Limited (paper products)	1963	100
*V. W. Scully, C.M.G.	Chairman of the Board of the Company since 1968, Chairman and Chief Executive Officer 1966 to 1968 and previously President	1956	600
H. Greville Smith, C.B.E.	President, Canadian International Investment Trust Limited (investments)	1959	3,000

Name	Principal Occupation	Director since	Approximate number of shares owned as of February 16, 1970
Henry G. Thode, C.C., Ph.D., F.R.S.	President and Vice-Chancellor, McMaster University	1969	100
William H. Young	President and General Manager, The Hamilton Cotton Co., Ltd. (textiles)	1967	500

*Member of the Executive Committee.

Remuneration of Management and Others.

The following information is furnished as to the remuneration of management and others:

- (1) Aggregate direct remuneration paid or payable by the Company and its subsidiaries to the Directors and senior officers of the Company during the last completed financial year of the Company: \$1,170,587
- (2) Estimated aggregate cost to the Company and its subsidiaries in the last completed financial year of the Company of all pension benefits proposed to be paid to Directors and senior officers of the Company under the Company's Contributory Retirement Plan in the event of retirement at normal retirement age: \$ 153,694
 No pension benefits are proposed to be paid by the Company to any Director who is not also an officer of the Company.
- (3) Aggregate of all remuneration payments other than items (1) and (2) above made during the last completed financial year of the Company and proposed to be made in the future, directly or indirectly, by the Company or its subsidiaries pursuant to any existing plan or arrangement to each person referred to in item (2) above: \$ Nil
- (4) Since the commencement of the last completed financial year of the Company, the Directors and senior officers of the Company have been granted no options to purchase common shares of the Company and have exercised options to purchase common shares of the Company as follows:

Common shares purchased	Date of purchase	Purchase Price per share	Price Range for 30-day period preceding date of purchase	
			High	Low
1,000	February 14, 1969	\$18.75	\$27 $\frac{3}{4}$	\$25 $\frac{1}{2}$
1,500	April 9, 1969	18.75	25 $\frac{7}{8}$	25
2,500	April 22, 1969	18.75	26 $\frac{1}{2}$	25 $\frac{1}{8}$

Interest of Management and Others in Material Transactions.

The management of the Company is not aware of any material interest, direct or indirect, of any Director or senior officer of the Company, any proposed nominee for election as a Director of the Company, or any associate or affiliate of any such person in any transaction since the commencement of the last completed financial year of the Company or in any proposed transaction which in either case has materially affected or will materially affect the Company or any of its subsidiaries.

Appointment of Auditors.

The persons named in the enclosed form of proxy intend to vote for the re-appointment of Riddell, Stead & Co., Chartered Accountants, as auditors of the Company to hold office until the next Annual Meeting of Shareholders. Riddell, Stead & Co. have been auditors of the Company for more than five years.

General.

The persons named in the enclosed form of proxy are Directors of the Company. **A shareholder has the right to appoint any other shareholder to represent him at the Meeting instead of the persons designated in the enclosed form of proxy** and may do so either by inserting such person's name in the blank space provided in such form and deleting the names printed in such form or by completing another proper form of proxy and, in either case, delivering such proxy to the Secretary of the Company.

Shares represented by properly executed proxies in favour of the persons designated in the enclosed form will be voted. **Such shares will be voted for the election as Directors of the persons designated in this Information Circular as nominees for such office.** The management of the Company does not contemplate that any of the proposed nominees will be unable to serve as a Director but, in the event that a proposed nominee does not stand for election or is unable to serve, proxies may be voted for another nominee designated by the Board of Directors. Where the shareholder executing such proxy specifies a choice with respect to any matter to be acted upon at the Meeting other than the election of Directors and the appointment of auditors, such shares will be voted in accordance with any specification so made. In the absence of such specification, **such shares will be voted for the approval and adoption of the annual report of the Directors to the shareholders and the financial statements for the year ended December 31, 1969.** The enclosed form of proxy confers discretionary authority upon the persons named therein with respect to amendments or variations to matters identified in the Notice of Meeting and other matters which may properly come before the Meeting. At the date of this Information Circular, the management of the Company is not aware that any such amendments, variations or other matters are to be presented for action at the Meeting.

An instrument appointing a proxy to represent a shareholder at the Meeting shall not be valid or acted upon unless it appoints a shareholder of the Company entitled to attend and vote at such meeting and is made in writing and delivered to the Secretary of the Company not later than 11:00 a.m., Eastern standard time, on April 17, 1970.

Toronto, Ontario

By order of the Board of Directors,

As of February 16, 1970.

J. W. Younger, Q.C.,
Secretary.

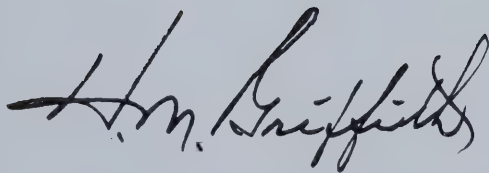
The Steel Company of Canada, Limited

Corporate Identity Program

JUN - 4 1970

The following pages describe a significant event in our Company's history: the implementation of a corporate identity program. This program is the culmination of many months of research and investigation in all phases of Stelco's operations. We feel that it will serve to enhance the visual impressions of Stelco among customers, employees, shareholders and the public at large.

In this era of intense competition, the importance of such visual impressions can hardly be overstated. It should be noted, however, that the program means much more than attractive colour schemes. Safety and efficiency have been prime considerations throughout the planning; and in many cases, maintenance costs will actually be reduced because of standardization. We look upon this program as an investment rather than an expense and we feel that it is most appropriate that it is being launched now, at the beginning of a new decade of achievement for Stelco.



H.M. Griffith, President and Chief Executive Officer



Corporate Identity Program

1918



1928



1929



1939



The objective of this program is to provide Stelco with a high degree of visual continuity throughout its entire operation. More specifically, it represents an effort to project our Company's corporate image in a manner more in keeping with our corporate character.

Other objectives of the program contemplate providing a stimulus to a general improvement in the industrial environment wherever Stelco facilities are located, and ensuring that customers, employees, shareholders, engineers, architects, designers and the general public are exposed to a more accurate visual expression of Stelco's vitality.

Once the visual aspects of the program have been coordinated, guidelines for future action will be completed and incorporated into a manual. Implementation of the program will be carried out over a period of time on the same rotational basis as the Company now uses for repainting its buildings and generally caring for its equipment. As new vehicles and equipment are acquired, and as new plants are built, they will, of course, be incorporated into the program.

In this period of increasing awareness of our surroundings, it is our hope that Stelco's corporate identity program will not only more accurately project the Company's visual image, but also contribute to improving the appearance of areas in which many Canadians live and work in addition to providing the impetus to others to embark on similar programs.

This brochure highlights some of the more important aspects of Stelco's corporate identity program and demonstrates in schematic form how the various elements in the program will be treated visually.

The program encompasses literally everything that is seen by the members of the many publics with which Stelco comes in contact: buildings, signs, vehicles, packaging and product identification, advertising and Company publications, product and technical literature, forms and stationery.

It will also be seen that colour plays a large role in the program. Strong, harmonizing colours are to be applied to mill buildings with vehicles, signs and other elements also colour coordinated. Colour will continue to be a feature in Stelco product advertising as well as in its publications. The Company's packaging will be redesigned to provide a more colourful and attractive background for the presentation of Stelco's consumer products. This is in keeping with the already established policy of the Company to promote steel as a modern, versatile, and colourful material.

Another noticeable feature of the program will be the totally coordinated sign system that will give a unified "look" to all Stelco buildings and properties, across Canada.

One of the very important matters demanding attention at the outset of every corporate identity program is the design of the Company's trademark or corporate logo.

1942



1966



1970

stelco

Research into this matter by the Company and by its consultants, Paul Arthur & Associates Limited of Toronto, demonstrated that consideration should be given to the development of a new and distinctive trademark.

As a part of this research, it was discovered that while the shape of the Company's existing logo may have been distinctively Stelco's at one time, many other firms have also adopted it in recent years and its distinctive value has virtually disappeared. It was also discovered that since 1928, there have been no less than five major changes in its design and there is still an abundance of each version in existence throughout the Company.

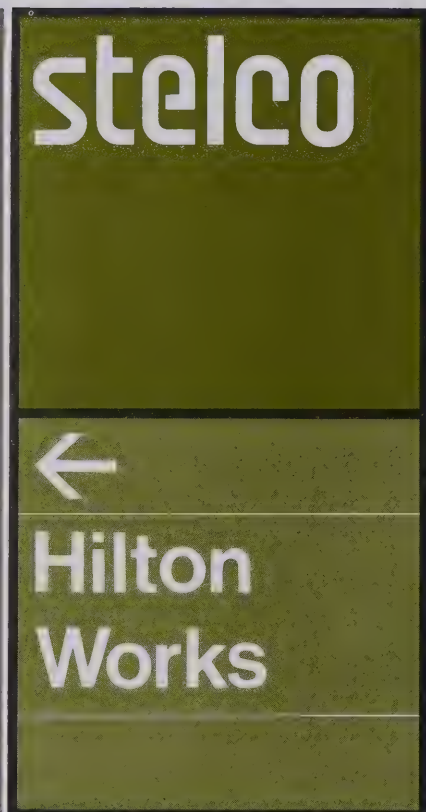
After considering the alternatives, it was decided that "Stelco" is the name by which most people have referred to the Company almost since its beginning, and what was needed was to project the name in a simple, modern, distinctive and appropriate manner.

An integral part of the overall corporate signature (which includes the trademark itself) is the special Stelco green shown here that will be used in association with the trademark wherever it is considered appropriate: on stationery, packaging materials, Company vehicles, and signs.

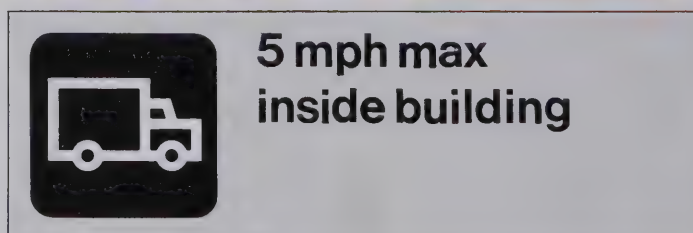
Signs

A colour-coded, modular sign system will identify all Stelco properties and will provide directions and other information within the plants.

Pictographs and non-verbal symbols will be used extensively to enhance visual communications.



	Hot Strip Mill
	SM 12
Technical Services	
Service Shops	
General Stores	



Signs on buildings are to be located in information areas in the form of vertical, illuminated shafts around doorways. Signs for truckers will be placed higher than those for pedestrians. Man doors will be painted green throughout the Company while truck and train doors will be brightly striped for greater visibility.

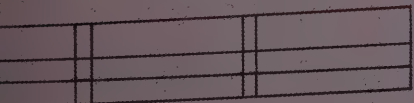


Buildings

A colour-coded system will be used to identify all Company mill buildings and offices according to their individual functions. Two shades of brown will identify Stelco buildings used for the production of basic iron and steel. The lighter shade is used for shafts which coordinate information for truckers and pedestrians.



Open
Hearth 3
35

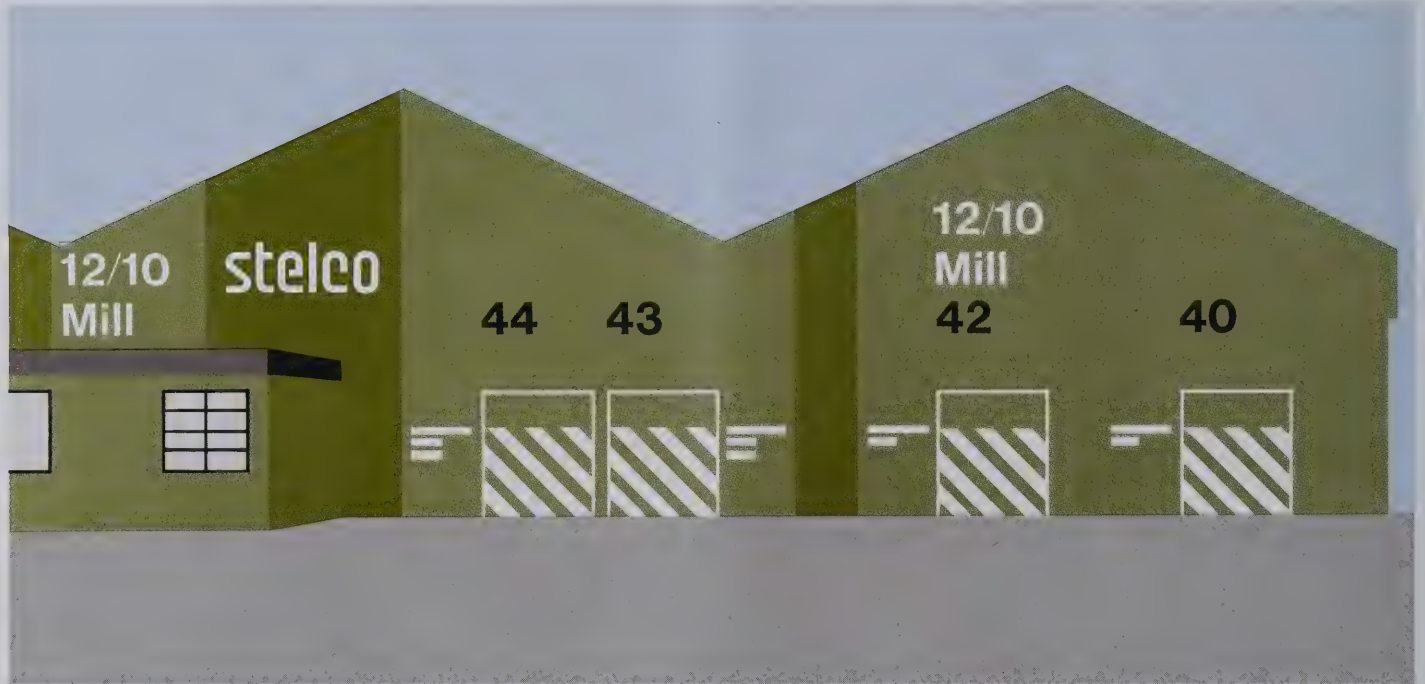


Buildings

Two shades of green will identify Stelco buildings that house secondary rolling and coating operations, such as plate mills, strip mills, rod mills, and galvanizing.

Two shades of gray will identify Stelco's service shops, garages, power houses, maintenance depots, and other similar operations.

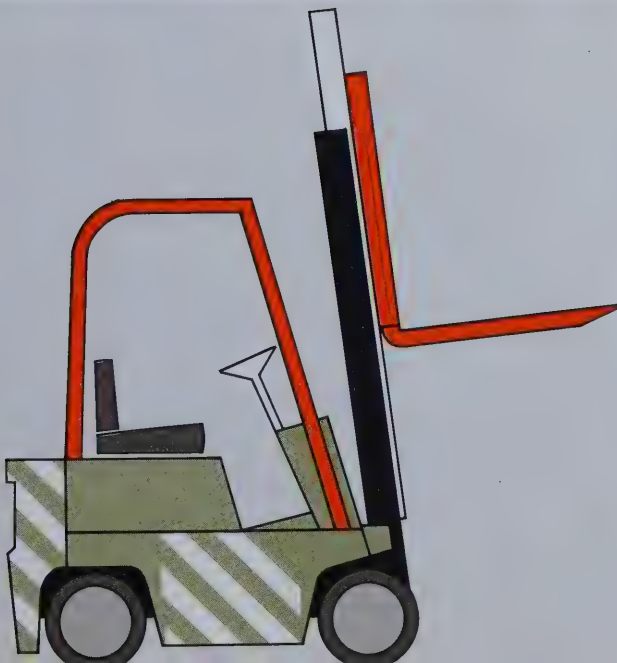
Two shades of blue will identify Stelco buildings that house finishing works which produce such items as nails, screws, bolt products, and many other products.



Vehicles

Like so many other elements in the program, certain vehicles will be colour-coordinated to correspond with the colour of the mill building in which each is located. Thus appropriate vehicles in a blue building will be painted light blue, with bright stripes to enhance their visibility. All yard service

vehicles, including locomotives and much other mobile equipment, will be painted orange while general purpose Company vehicles travelling on public highways will be in the special Stelco green.



Publications

Stelco's publications complement the overall advertising program in promoting the use of steel to architects, engineers, home-builders, designers, and customers. Still other publications provide carefully prepared, up-to-date product and technical information.



Basic open hearth or basic oxygen process carbon steels for bars

AISI grade	Chemical composition limits, per cent			
	Carbon	Manganese	Phosphorus	Sulphur
Non-resulphurized carbon steels*				
1005	0.06 Max.	0.35 Max.	0.035 Max.	0.045 Max.
1006	0.08 Max.	0.25/0.40	0.035 Max.	0.045 Max.
1008	0.10 Max.	0.25/0.50	0.035 Max.	0.045 Max.
1010	0.08/0.13	0.30/0.60	0.035 Max.	0.045 Max.
1011	0.08/0.13	0.60/0.90	0.035 Max.	0.045 Max.
1012	0.10/0.15	0.30/0.60	0.035 Max.	0.045 Max.
1013	0.11/0.16	0.50/0.80	0.035 Max.	0.045 Max.
1015	0.13/0.18	0.30/0.60	0.035 Max.	0.045 Max.
1016	0.13/0.18	0.60/0.90	0.035 Max.	0.045 Max.
1017	0.15/0.20	0.30/0.60	0.035 Max.	0.045 Max.
1018	0.15/0.20	0.60/0.90	0.035 Max.	0.045 Max.
1019	0.15/0.20	0.70/1.00	0.035 Max.	0.045 Max.
1020	0.18/0.23	0.30/0.60	0.035 Max.	0.045 Max.
1021	0.18/0.23	0.60/0.90	0.035 Max.	0.045 Max.
1022	0.18/0.23	0.70/1.00	0.035 Max.	0.045 Max.
1023	0.20/0.25	0.30/0.60	0.035 Max.	0.045 Max.
1025	0.22/0.28	0.30/0.60	0.035 Max.	0.045 Max.
1026	0.22/0.28	0.60/0.90	0.035 Max.	0.045 Max.
1029	0.25/0.31	0.60/0.90	0.035 Max.	0.045 Max.
1030	0.28/0.34	0.60/0.90	0.035 Max.	0.045 Max.
1031	0.28/0.34	0.30/0.60	0.035 Max.	0.045 Max.
1033	0.30/0.36	0.70/1.00	0.035 Max.	0.045 Max.
1034	0.32/0.38	0.50/0.80	0.035 Max.	0.045 Max.
1035	0.30/0.38	0.60/0.90	0.035 Max.	0.045 Max.
1037	0.32/0.38	0.70/1.00	0.035 Max.	0.045 Max.
1038	0.35/0.42	0.60/0.90	0.035 Max.	0.045 Max.
1039	0.37/0.44	0.70/1.00	0.035 Max.	0.045 Max.
1040	0.37/0.44	0.60/0.90	0.035 Max.	0.045 Max.
1042	0.40/0.47	0.60/0.90	0.035 Max.	0.045 Max.
1043	0.40/0.47	0.70/1.00	0.035 Max.	0.045 Max.
1044	0.43/0.50	0.30/0.60	0.035 Max.	0.045 Max.
1045	0.43/0.50	0.60/0.90	0.035 Max.	0.045 Max.
1046	0.43/0.50	0.70/1.00	0.035 Max.	0.045 Max.
1049	0.46/0.53	0.60/0.90	0.035 Max.	0.045 Max.
1050	0.48/0.55	0.60/0.90	0.035 Max.	0.045 Max.
1053	0.48/0.55	0.70/1.00	0.035 Max.	0.045 Max.

Continued from previous page

AISI grade	Chemical composition limits, per cent			
	Carbon	Manganese	Phosphorus	Sulphur
Non-resulphurized carbon steels*				
1054	0.50/0.60	0.60/0.90	0.035 Max.	0.045 Max.
1055	0.50/0.60	0.60/0.90	0.035 Max.	0.045 Max.
1059	0.55/0.65	0.50/0.80	0.035 Max.	0.045 Max.
1060	0.55/0.65	0.60/0.90	0.035 Max.	0.045 Max.
1061	0.54/0.65	0.75/1.05	0.035 Max.	0.045 Max.
1064	0.60/0.70	0.50/0.80	0.035 Max.	0.045 Max.
1065	0.60/0.70	0.60/0.90	0.035 Max.	0.045 Max.
1069	0.65/0.75	0.40/0.70	0.035 Max.	0.045 Max.
1070	0.65/0.75	0.60/0.90	0.035 Max.	0.045 Max.
1071	0.65/0.76	0.75/1.05	0.035 Max.	0.045 Max.
1074	0.70/0.80	0.50/0.80	0.035 Max.	0.045 Max.
1075	0.70/0.80	0.40/0.70	0.035 Max.	0.045 Max.
1078	0.72/0.85	0.30/0.60	0.035 Max.	0.045 Max.
1080	0.75/0.88	0.60/0.90	0.035 Max.	0.045 Max.
1084	0.80/0.93	0.60/0.90	0.035 Max.	0.045 Max.
1085	0.80/0.93	0.70/1.00	0.035 Max.	0.045 Max.
1096	0.80/0.93	0.30/0.50	0.035 Max.	0.045 Max.
1090	0.85/0.98	0.60/0.90	0.035 Max.	0.045 Max.
1095	0.90/1.03	0.30/0.50	0.035 Max.	0.045 Max.
Non-resulphurized carbon steels* (High Manganese)				
1513	0.10/0.16	1.10/1.40	0.035 Max.	0.045 Max.
1518	0.15/0.21	1.10/1.40	0.035 Max.	0.045 Max.
1522	0.18/0.24	1.10/1.40	0.035 Max.	0.045 Max.
1524	0.19/0.25	1.35/1.65	0.035 Max.	0.045 Max.
1525	0.23/0.29	0.80/1.10	0.035 Max.	0.045 Max.
1526	0.22/0.29	1.10/1.40	0.035 Max.	0.045 Max.
1527	0.22/0.29	1.20/1.50	0.035 Max.	0.045 Max.
1536	0.30/0.37	1.20/1.50	0.035 Max.	0.045 Max.
1541	0.36/0.44	1.35/1.65	0.035 Max.	0.045 Max.
1547	0.43/0.51	1.35/1.65	0.035 Max.	0.045 Max.
1548	0.44/0.52	1.10/1.40	0.035 Max.	0.045 Max.
1551	0.45/0.56	0.85/1.15	0.035 Max.	0.045 Max.
1552	0.47/0.55	1.20/1.50	0.035 Max.	0.045 Max.
1561	0.55/0.65	0.75/1.05	0.035 Max.	0.045 Max.
1566	0.60/0.71	0.85/1.15	0.035 Max.	0.045 Max.
1572	0.65/0.76	1.00/1.30	0.035 Max.	0.045 Max.

* Subject to standard permissible variations for check analyses

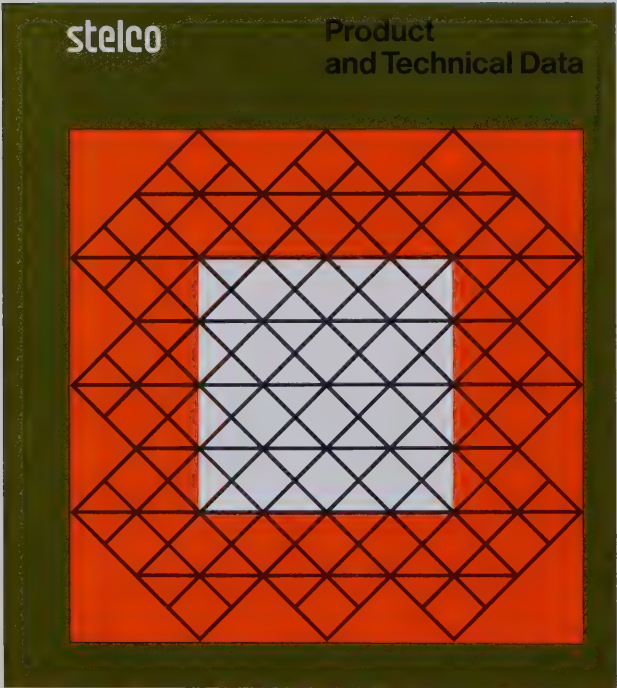


Plate Products



Advertising

The presentation of steel as a versatile colourful material has for some years been the hallmark of Stelco's advertising policy.

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pulverize
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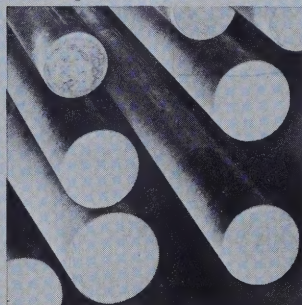


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Premier Grinding Balls and Rods



The Steel Company of Canada,
Limited

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turan prolice

stelco

Monova is a
better barbed wire
and it costs less.

That's why
farmers like
Bobby Hull
use it.

Bobby Hull is a successful hockey player. He's also a very successful farmer. And on his 500 acre farm, Bobby Hull uses Monova single strand barbed wire. For many farmers, Monova Barbed Wire is their choice in fencing too. After all, when you invest all that time and money in fencing you want a product you can depend on. Monova is that kind of product. Available in two gauges, Monova's single strand steel wire is stronger than normal two strand. So it reduces stretch and sag. Longer and closer-spaced barbs, that won't slide, make Monova a much more effective fencing product. And Monova Barbed Wire will cost less. If Monova is good enough for farmers like Bobby Hull, isn't it good enough for you?



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The Steel Company of Canada, Limited

Does the new
Stelco "20" Grader Blade
Wear longer because
it's made in the
West?



The Steel Company of Canada,
Limited

Atque ut odia, luvit dege
tib frunt sed etiam quo argunt conseq
Nque ero psam turan illa amocet et inuicet
paulo dolam angore. Quetico
tolum, sae sangan inuolentent,
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stelco

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Grader Blades

Along with the Company's forms, this is the chief vehicle for communication with customers and, over a period of time, all Stelco forms will be coordinated into the overall program.

stelco

The Steel Company
of Canada, Limited
Hamilton 23, Ontario

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The Steel Company
of Canada, Limited

General Offices
Hamilton Z3, Canada

The Steel Company of Canada, Limited
Hamilton 23, Canada

Purchase order

stelco

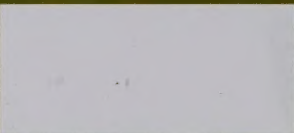
Product		Material name		Order	Buyer initials and
Order number, date, time and buyer initials.					Letter number, date, time and month. Buyer contact sheet, person, month and date, time, buyer initials. Fax sheet (date)
Buyer address		Quantity		Buyer stock lot	Buyer name
Name, grade and size, length. Weight. Check material buyer initials.		Person, buyer initials.		Order buyer weight	Buyer order date, order month and year ☐ ☐
On invoice	Buyer name	Order date	Order date	Order date	Order date
Contact sheet				Buyer name	Buyer
				Buyer name	Buyer
				Buyer name	Buyer
Order number, date, time and buyer initials.		Order number, date, time and buyer initials.		Order number, date, time and buyer initials.	Order number, date, time and buyer initials.

Buyer contact sheet (person)

stelco

The Steel Company
of Canada, Limited

General Offices
Hamilton 23, Ontario



Packaging

The identification of Stelco products, whether they are shipped boxed, wrapped or just as they come from the mill will create a favourable impression for the Company on customers and members of the general public alike.



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